

NATIONAL BUSINESS PLAN 2010/2015

NATIONAL FEDERATION OF PLUS AREAS

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Mission Statement

Plus is an organisation for people who want to enjoy a good social life and who want to take part in a wide range of activities.

Purpose of the Federation

- To provide an environment to help people make friends.
- To enable or undertake the provision of quality social events and activities.
- To assist with the personal development of members.

Key Targets 2010/2015

- To continue to challenge operating costs of the Federation.
- To continue to develop an identity for the Federation
- To continue to promote the Federation through good, effective publicity
- To improve communication throughout the Federation.
- To provide more quality national scale event.
- To ensure that the Federation is open to as wide an audience as is possible.

Risks

- Members/Areas not accepting the NEC's recommendations at the Annual Meeting.
- NEC not agreeing the details of Members/Areas wishes.
- Lower membership returns
- Finances reducing.
- Insufficient members prepared to undertake national positions.
- Unforeseen financial liability.
- Unforeseen Liability
- Increasing cost of older age demographic

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Who Does the Federation Serve?

- All of its members.
- The community (see appendix)

SWOT Analysis

This is detailed below -

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SWOT ANALYSIS

Strengths	Opportunities
<ul style="list-style-type: none">• Fun organisation• Hard working, volunteering members• Democratic structure• Friendly members and ethos• Produces good events• Good personal development• Committed members	<ul style="list-style-type: none">• Create different, more effective structure• Produce more good events• Alternative funding options• Develop internet usage
Weaknesses	Threats
<ul style="list-style-type: none">• Too much time fire-fighting• Too democratic• Membership fee too low to allow investment in expansion• Some poor events• Poor communications• Little known identity• No sense of direction• Confusion over age range• Apathetic members• Poor publicity• Do we make the most of our members?• Lack of commitment to events	<ul style="list-style-type: none">• Competition• Lack of succession planning• Personnel issues• Overheads• Insurance restrictions• Aging membership demographic

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Objectives of the Federation for 2010/2015

These are detailed in the grids below -

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Strategic Objective	Destination at the end of 5 years	Outcome at the end of 3 years	Target at the end of 1 year
<p>Have a sound, cost effective, self sufficient Federation with a consistently increasing membership.</p>	<p>A healthy and growing membership led organisation eg 750 members in 2016</p>	<p>A continued growth in membership and end the 2013 year with a positive membership increase eg 500</p> <p>A balanced budget is produced for 2012.</p>	<p>Challenge operating costs of the Federation.</p> <p>Re-establish an identity for the Federation with the aid of good, effective publicity.</p> <p>Improve communication throughout the Federation.</p> <p>Increase in membership to 465 by 2012</p>
<p>Regular quality national events which are well supported.</p>	<p>A number of quality national events are taking place and are well supported.</p>	<p>A further national event has taken place.</p> <p>All national events are well supported.</p>	<p>More quality national scale event planned for 2011.</p>
<p>A Federation which is well known throughout the country.</p>	<p>The Federation is widely known and has an increasing membership.</p>	<p>The Federation has an increased membership.</p> <p>Awareness of the Federation is increased.</p>	<p>Appoint a member to proactively publicise the Federation.</p> <p>Relaunch the Federation's website.</p>

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Strategic Objective	Destination at the end of 5 years	Outcome at the end of 3 years	Target at the end of 1 year
<p>A Federation where members are well informed.</p>	<p>All members are kept well informed about the Federation and its activities.</p>	<p>All members receive regular publicity on what is happening within the Federation.</p> <p>Improved attendance at events.</p> <p>A fuller knowledge of what the Federation is doing.</p>	<p>Regular appearance of a national news publication.</p> <p>Investigate direct mailing of all publicity to members.</p> <p>Investigate all publicity being issued by e-mail in addition to other methods.</p>

Action Plans

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In order to achieve the objectives for 2010/2015 an Action Plan needs to be established on an annual basis to deliver them. The Action Plan detailed below identifies those actions required -

National - One Year Target	Reference to Strategic objectives	Actions being taken to achieve	Start date	End Date	Lead	Resources Required?	Progress measures and targets	Reporting Frequency
Internet	Improve Communication		Now	AGM	Internet Co-ordinator	None		AGM

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Group - One Year Target	Reference to Strategic objectives	Actions being taken to achieve	Start date	End Date	Lead	Resources Required?	Progress measures and targets	Reporting Frequency
Gained 2 new members	Healthy and growing membership	Publicity – to update website Use the internet Local press radio Positive group nights Organise a new members night Undertake charity work	14 th May 2011	18 th Feburary 2012	Chairman of group and committee	Enthusiasm Positive attitude Plan	Group members increased by 2	Area Conference

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Group - One Year Target	Reference to Strategic objectives	Actions being taken to achieve	Start date	End Date	Lead	Resources Required?	Progress measures and targets	Reporting Frequency